



## **NFL PLAYERS ZONE**

**NFL Experience Autograph Stage Presented by Panini America & Topps** - Get free autographs from past and present NFL stars. For a schedule of appearances, call 1-888-NFL-CARD (635-2273) toll free. All appearances are subject to change.

**NFL Draft Set** – Visit the official Draft Set and take your spot behind the podium.

**Dallas Cowboys Home Team Photo** - Step into a life-sized photo of the Dallas Cowboys, and have a friend snap your photograph.

**Wilson Football Factory** - See how official NFL game balls are individually produced. Authentic Super Bowl XLV Game Balls will be manufactured and sold on site.

**Measure Up to the Pros** - Compare your physical dimensions and athletic abilities to those of the biggest stars in the game.

**Super Bowl XLV Memorabilia Show Presented by Panini America & Topps** - Visit the ultimate trading card show featuring displays from leading manufacturers and rare collectibles.

**Pepsi Familia De Campeones** - Celebrating Football and Family Fun! Get into the spirit and bring the family together with football themed games and activities for your chance to win some great prizes.

**Year of the Champion** - From the moment the clock hit zero in Miami to the first Kickoff 2010 Game score, follow the Super Bowl XLIV Champions New Orleans Saints as they live their championship year.

**Super Bowl Rings** – See the collection of all 44 Super Bowl rings up close.

**Super Bowl Footballs** - See the collection of all 44 Super Bowl Wilson footballs.

**What's In a Name** - Have you ever wondered how your favorite team got its name? Find out how at "What's in a Name."

**NFL Auctions** - Check out the modern and vintage memorabilia at the NFL Auction/Hunt Auctions booth.

**NFL Network Theatre** – Take a seat and relax in the NFL Network Theater to watch “This is the Moment”.

**Entertainment Stage** - Showcase stage in the heart of the NFL Experience featuring local groups and interactive fan activities

**Century in the Making: 100 Years of Football in North Texas** - Presented by Fort Worth Star-Telegram and North Texas Super Bowl XLV Host Committee. Photographic look at the last 100 years of football in North Texas leading up to the greatest football moment to-date, the hosting of Super Bowl XLV.

### **NFL SPONSOR ZONE**

**Under Armour NFL Scouting Combine Experience** - Under Armour challenges fans to test their Scouting Combine skills just like the top NFL prospects!

**Under Armour Run to Daylight** - Race down the field against your opponents in a 40-yard test of speed.

**Canon Fan Photo Zone** - Stop by to see the Pro Football Hall of Fame Photo Contest presented by Canon, featuring professional and amateur winners. Get a free photo with NFL stars and Super Bowl XLV memorabilia!

**Bridgestone Precision Performance Challenge** - Test your precision throwing skills under the pressure of the play clock and take center stage for your very own superstar halftime performance.

**Febreze Game Day Freshness Equipment Drive** - The Febreze Mobile Home will be collecting used football equipment to provide a North Texas youth league with a fresh start. Contributors will receive a 15% discount to the on-site NFL Shop.

**Verizon Training Ground** - Show your empowerment to Rule the Air as you test your wireless and athletic skills in a series of football-focused activities.

**Pepsi Max Driver Combine** - Pepsi Max invites fans to test their skills in a series of NFL combine challenges - each with their own Pepsi Max twist!

**NFL Locker Room** - Visit a replica of an NFL locker room as it appears on game day and experience the sights and sounds of the NFL behind the scenes.

**Football 101 Clinic** - Step into the NFL Locker Room and listen to NFL Players discuss football fundamentals.

**Coaches Chats** - Ask questions of your favorite NFL coaches in the NFL Locker Room.

**NFL Command Center** - Visit the NFL Control Room to learn how NFL officials are graded with a collection of plays from the 2010 NFL season.

**Doritos 3D Challenge** - Come experience the next level of gaming with the Madden 3D mode brought to you exclusively by Doritos.

### **LOMBARDI LOBBY**

**Vince Lombardi Trophy** - See the Vince Lombardi Trophy, sports' most prestigious award.

**Pro Football Hall of Fame** - Relive pro football's glorious past with rare mementos on display from the Pro Football Hall of Fame including the 2010 Class' bronze busts.

**Road to Championship Display** - Get the best play of highlights as this video display counts down winners of each divisional match up on the Road to the Super Bowl Championship.

**Evolution of the Shield** - See how the NFL Shield has evolved since 1960.

**NFL Timeline** - Trace through iconic moments and developments that make the National Football League what it is today.

**Walter Payton Man of the Year** - Celebrate the NFL Man of the Year, the NFL player who best exhibited charity and community service for the 2010 season.

**NFL Audio History** – Listen to four iconic Super Bowl radio broadcasts and re-live these amazing Super Bowl moments.

## **THE STADIUM**

**Gatorade Clinic Field Fueled by the G Series**– Watch and learn from USA Football coaches and NFL Players about football from various clinics, competitions, and demonstrations. On field clinics are open to boys and girls ages 6-12 only.

**NFL Network** – The NFL Network is your official television home for Super Bowl week.

**Tazon Latino V** – Hispanic celebrities and NFL Players compete in the 5<sup>th</sup> annual flag football game.

## **NFL PLAY 60 GAME ZONE**

**NFL Play 60 Roll Out Pass** – Avoid the rush and break out of the pocket as you throw to open receivers on the move.

**NFL Play 60 Speed & Mobility** – Take a handoff and run through read-and-react obstacles before throwing a pass to a larger-than-life receiver.

**NFL Play 60 Let It Fly** – Put yourself in the quarterback’s position, take aim downfield, and find out how far you can let it fly with a spiral.

**NFL Play 60 Punt, Pass & Kick** - Test your varied football skills in a replica of the annual nationwide competition for youngsters.

**NFL Play 60 Quick Release** - See how the speed of your passing release compares to some of the quickest passers in the NFL.

**NFL Play 60 Touch Pass** - Participants attempt to master one of the most difficult throws for an NFL Quarterback by throwing the ball on an arc over a defensive player and into a net.

**NFL Play 60 Quarterback Challenge** - Show off your passing accuracy on special targets.

**NFL Play 60 Return to Glory** - Adults and children can experience the sensation of fielding a booming punt, launched from an automated machine.

**NFL Play 60 Extra Point Kick** – Take your stance, wait for the placement, and try to convert an extra point through NFL regulation uprights.

**Crucial Catch** – Show your skills by throwing a touch pass with enough arc to clear the defender and enough aim to drop it into the target.

**EA Sports Active NFL Training Camp** – Race through a high-tech training drill and train like the pros with EA SPORTS Active NFL Training Camp on the Nintendo Wii with over 70 NFL drills and challenges.

**NFL Play 60 Field Goal Kick** - Try to score the game-winning points with a last-second field goal before simulated blockers rush in to foil the attempt.

**Cartoon Network** – Fans of all ages visit the Cartoon Network exhibit to traverse the Ben 10 Ultimate Alien Football Obstacle Course and other attractions.

**Fort Worth Telegram Down-and-Out** - Run a pass route through a maze of simulated defenders to break free for a reception on a ball thrown by an automated machine.

**GM The Drive** - Experience the ultimate resistance training test as you struggle to reach the goal line while being restrained by a bungee harness

**GMC Presents the 2010 Never Say Never Broadcaster Challenge** - Fans will have the opportunity to step in to our GMC broadcast studio, call one of the top plays from the 2010 NFL season, and interact with NFL players and NFL broadcasters.

**FOX 4 Fan Central** - Stop by for giveaways, interactive games, and special appearances by FOX 4 personalities during the NFL Experience!

### **NFL RUSHZONE FOR KIDS**

**Don Shula Coach of the Year** - Visit the Coach of the Year exhibit, honoring the football coach who best exuded integrity, achievement and leadership across all levels of the game.

**NFLRUSH Zone for Kids** - The smallest all-pros can enjoy America's favorite game with scaled-down versions of the popular interactive football activities.

**NFL Player Readings** – Take a seat in the NFLRush Zone for Kids and listen to NFL Players read to fans of all ages.

**DMI Fuel Up to Play 60 Zone** - Get a free commemorative photo featuring an NFL player and learn more about the importance of eating right and staying active. Kids ages 6-12 can also participate in one of the daily youth clinics hosted by NFL players.

**HOPS** – Get fit at the HOPS area in the NFL Rush Zone!

**Fitnessgram** – Visit the premier health-related youth physical fitness assessment tool with an educational reporting system.

### **NFL SHOP**

**NFL Shop at Super Bowl Presented by Visa** - Marvel at NFL licensed merchandise from all 32 NFL teams in an eye-catching display.

**FedEx Shipping Center** - Send home your Super Bowl souvenirs from the convenient FedEx Shipping Center.

### **ADDITIONAL AREAS:**

**Look Like A Pro** - Step inside a uniformed body-cast mold bearing the insignia of your favorite NFL team and have a friend snap your photo.